

accessing global system information for the computing device; and

determining that at least one of the one or more tasks is not enabled or is capable of being enhanced based on the global system information.

4. The method of claim 3, wherein the global system information for the computing device comprises information regarding at least one of installed hardware, installed software, and a service subscription.

5. The method of claim 1, wherein selecting at least one advertisement for presentation comprises accessing an advertisement catalog storing one or more advertisements, the advertisement catalog being stored on at least one of the computing device and a remote computing device.

6. The method of claim 5, wherein the advertisement catalog comprises information associating at least one task with at least one advertisement.

7. The method of claim 5, wherein the advertisement catalog comprises information associating at least one task with at least one of a product and a service that enables or enhances the at least one task.

8. The method of claim 1, wherein presenting the at least one advertisement comprises displaying the advertisement within a user interface displayed on a display device associated with the computing device.

9. The method of claim 8, wherein displaying the at least one advertisement comprises displaying the at least one advertisement at a location within the user interface at which the user would expect to complete the at least one of the one or more tasks that is not enabled or is capable of being enhanced if the at least one of the one or more tasks was enabled or enhanced.

10. The method of claim 9, wherein the location at which the at least one advertisement is displayed comprises at least one of a preview pane, a menu, a dialog box, an explorer bar, and a button.

11. The method of claim 1, wherein the at least one advertisement links to at least one of a webpage and an application allowing a user to complete a conversion.

12. One or more computer-readable media having computer-useable instructions embodied thereon for performing the method of claim 1.

13. A method for enabling or enhancing a task on a computing device, the method comprising:

determining that a task a user may be attempting to perform on the computing device is not enabled or is capable of being enhanced;

selecting an advertisement based on the task, wherein the advertisement is associated with a product or service that enables or enhances the task;

displaying the advertisement, wherein the displayed advertisement is user-selectable and provides for a conversion when selected by a user;

receiving a user selection of the displayed advertisement; determining that a product or service that enables or enhances the task has been installed on the computing device; and

enabling or enhancing the task on the computing device.

14. The method of claim 13, wherein in response to receiving a user selection of the displayed advertisement, the method further comprises navigating to a webpage providing for a conversion.

15. The method of claim 13, wherein displaying the advertisement comprises displaying the advertisement at a location within a user interface where a user would expect to complete the task.

16. One or more computer-readable media having computer-useable instructions embodied thereon for performing the method of claim 13.

17. A system for selecting advertisements for presentation based on user actions within a computing device, the system comprising:

at least one watcher component for tracking user actions on the computing device and determining likely tasks based on the user actions;

at least one system state component for accessing global system information associated with the computing device and determining at least one likely task that is not enabled or is capable of being enhanced based on the global system information;

at least one advertisement selection component for selecting at least one advertisement based on the at least one likely task that is not enabled or is capable of being enhanced; and

at least one advertisement presentation component for presenting the at least one advertisement.

18. The system of claim 17, further comprising a statistical task model database for storing one or more statistical task models, wherein the at least one watcher component is capable of accessing the one or more statistical task models for determining likely tasks.

19. The system of claim 17, further comprising an advertisement database for storing information associating at least one task with at least one of a product, a service, and an advertisement, wherein the at least one advertisement selection component is capable of accessing the at least one advertisement database for selecting the at least one advertisement.

20. The system of claim 17, wherein the at least one advertisement presentation component displays the at least one advertisement at a location within a user interface where a user would expect to complete the at least one likely task that is not enabled or is capable of being enhanced if the at least one likely task were enabled or enhanced.

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